

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3727	100.0%	7.3%	1431	100.0%	5.9%	2296	100.0%	8.7%	1084	100.0%	6.4%
Sexe												
Homme	1431	38.4%	5.9%	1431	100.0%	5.9%	0	-	100.0%	449	41.4%	5.1%
Femme	2296	61.6%	8.7%	0	-	100.0%	2296	100.0%	8.7%	635	58.6%	7.9%
Age												
15 à 24 ans	263	7.1%	3.6%	145	10.1%	3.9%	118	5.2%	3.2%	127	11.7%	4.2%
25 à 34 ans	318	8.5%	4.1%	139	9.7%	3.7%	178	7.8%	4.6%	127	11.7%	3.7%
35 à 49 ans	920	24.7%	7.2%	370	25.9%	5.9%	550	23.9%	8.5%	438	40.4%	7.2%
50 à 64 ans	1120	30.1%	9.1%	407	28.4%	6.9%	714	31.1%	11.3%	367	33.9%	8.9%
65 ans et plus	1106	29.7%	10.2%	370	25.8%	8.0%	736	32.0%	11.9%	24	2.2%	10.1%
Individu												
Ménagère	2154	57.8%	9.3%	0	-	100.0%	2154	93.8%	9.3%	583	53.8%	8.7%
Personne de Référence	1987	53.3%	7.1%	1249	87.3%	6.2%	737	32.1%	9.4%	481	44.4%	5.7%
Responsable des achats	1965	52.7%	8.2%	461	32.2%	6.0%	1504	65.5%	9.1%	624	57.6%	7.5%
PCS Individu												
Agriculteurs	33	0.9%	6.1%	11	0.8%	3.2%	22	0.9%	11.9%	0	-	-
Petits patrons	91	2.4%	5.9%	57	4.0%	5.1%	35	1.5%	7.8%	80	7.4%	5.6%
Affaires et Cadres	350	9.4%	7.5%	185	12.9%	6.3%	164	7.2%	9.4%	317	29.3%	7.3%
Professions intermédiaires	398	10.7%	5.9%	157	11.0%	4.5%	241	10.5%	7.5%	314	28.9%	5.6%
Employés	625	16.8%	7.4%	127	8.8%	6.5%	498	21.7%	7.7%	142	13.1%	8.0%
Ouvriers	364	9.8%	5.6%	267	18.6%	5.3%	97	4.2%	7.0%	24	2.2%	7.0%
Retraités	1268	34.0%	10.3%	473	33.0%	8.0%	796	34.7%	12.5%	39	3.6%	17.7%
Autres inactifs	599	16.1%	5.8%	155	10.8%	4.4%	444	19.3%	6.6%	167	15.4%	5.3%
PCS Personne de Référence												
Agriculteurs	34	0.9%	4.3%	7	0.5%	1.9%	27	1.2%	6.7%	0	-	100.0%
Petits patrons	158	4.2%	6.3%	68	4.7%	5.0%	90	3.9%	7.8%	158	14.6%	6.3%
Affaires et Cadres	530	14.2%	7.9%	202	14.1%	5.8%	328	14.3%	10.0%	530	48.9%	7.9%
Professions intermédiaires	396	10.6%	5.2%	179	12.5%	4.5%	216	9.4%	6.0%	396	36.5%	5.2%
Employés	385	10.3%	7.2%	118	8.2%	5.5%	268	11.7%	8.3%	0	-	100.0%
Ouvriers	510	13.7%	5.3%	259	18.1%	5.1%	251	10.9%	5.4%	0	-	100.0%
Retraités	1471	39.5%	10.2%	503	35.2%	7.7%	967	42.1%	12.3%	0	-	100.0%
Autres inactifs	243	6.5%	6.5%	94	6.6%	7.0%	149	6.5%	6.2%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	690	18.5%	7.5%	185	12.9%	4.7%	505	22.0%	9.6%	94	8.7%	5.4%
2 personnes	1585	42.5%	8.9%	632	44.2%	7.3%	953	41.5%	10.5%	300	27.6%	7.1%
3 personnes	596	16.0%	6.4%	210	14.7%	4.5%	386	16.8%	8.2%	246	22.7%	6.6%
4 personnes	536	14.4%	5.8%	257	17.9%	5.5%	279	12.2%	6.0%	269	24.8%	5.8%
5 personnes et +	320	8.6%	6.1%	147	10.3%	6.0%	172	7.5%	6.2%	176	16.2%	7.0%
Présence d'enfants de moins de 15 ans												
Oui	976	26.2%	6.2%	413	28.8%	5.7%	564	24.5%	6.7%	475	43.8%	6.4%
Non	2751	73.8%	7.8%	1018	71.2%	6.0%	1732	75.5%	9.6%	609	56.2%	6.5%
Habitat												
Communes rurales	794	21.3%	6.2%	327	22.8%	5.2%	467	20.3%	7.0%	206	19.0%	5.7%
Agglo. - 20 000 hab	561	15.0%	6.5%	229	16.0%	5.6%	332	14.5%	7.4%	140	12.9%	5.7%
Agglo. 20 000 à 100 000 hab	495	13.3%	7.4%	190	13.3%	5.9%	305	13.3%	8.8%	123	11.3%	6.2%
Agglo. + 100 000 hab	1173	31.5%	8.1%	433	30.3%	6.3%	740	32.2%	9.8%	331	30.5%	6.8%
Agglo. Paris	705	18.9%	8.5%	253	17.7%	6.4%	452	19.7%	10.4%	284	26.2%	7.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	769	20.6%	8.2%	274	19.1%	6.1%	495	21.6%	10.1%	312	28.8%	7.2%
Nord-Pas-de-Calais	150	4.0%	4.7%	65	4.5%	4.2%	86	3.7%	5.1%	37	3.4%	4.1%
Lorraine	116	3.1%	6.0%	50	3.5%	5.4%	66	2.9%	6.6%	31	2.8%	5.9%
Alsace	112	3.0%	7.4%	39	2.7%	5.3%	73	3.2%	9.4%	34	3.2%	6.6%
Franche-Comté	78	2.1%	8.2%	31	2.1%	6.6%	47	2.1%	9.7%	15	1.4%	6.0%
Champagne-Ardenne	60	1.6%	5.5%	23	1.6%	4.5%	37	1.6%	6.5%	10	0.9%	3.5%
Picardie	82	2.2%	5.4%	34	2.4%	4.6%	48	2.1%	6.1%	22	2.0%	4.9%
Bourgogne	103	2.8%	7.6%	42	2.9%	6.4%	61	2.7%	8.6%	24	2.2%	7.1%
Haute-Normandie	98	2.6%	6.7%	47	3.3%	6.7%	51	2.2%	6.6%	21	1.9%	4.7%
Basse-Normandie	64	1.7%	5.4%	28	2.0%	4.9%	36	1.6%	5.8%	12	1.1%	3.7%
Centre	138	3.7%	6.6%	60	4.2%	6.0%	78	3.4%	7.2%	36	3.3%	5.7%
Pays de la Loire	189	5.1%	6.6%	63	4.4%	4.6%	126	5.5%	8.5%	47	4.3%	5.4%
Bretagne	190	5.1%	7.3%	83	5.8%	6.7%	107	4.6%	7.9%	41	3.8%	5.4%
Poitou-Charentes	105	2.8%	7.1%	36	2.5%	5.1%	69	3.0%	9.0%	25	2.3%	6.5%
Aquitaine	206	5.5%	7.8%	75	5.2%	6.0%	131	5.7%	9.4%	55	5.0%	6.4%
Midi-Pyrénées	200	5.4%	8.4%	95	6.7%	8.3%	104	4.5%	8.5%	46	4.3%	5.9%
Limousin	64	1.7%	10.1%	31	2.2%	10.4%	33	1.4%	9.9%	12	1.1%	7.4%
Auvergne	78	2.1%	7.0%	33	2.3%	6.1%	45	2.0%	7.8%	18	1.7%	5.8%
Rhône-Alpes	401	10.8%	8.1%	154	10.8%	6.4%	247	10.8%	9.6%	128	11.8%	7.5%
Languedoc-Roussillon	174	4.7%	8.1%	45	3.1%	4.4%	130	5.6%	11.4%	50	4.6%	7.8%
Provence-Alpes-Côte-d'Azur-Corse	350	9.4%	8.1%	124	8.7%	6.1%	226	9.8%	9.9%	110	10.2%	7.9%
Habitudes de connexion Internet												
Tous les jours	1929	51.8%	7.2%	807	56.4%	5.9%	1122	48.9%	8.5%	806	74.3%	6.3%
Presque tous les jours	435	11.7%	7.2%	156	10.9%	5.6%	279	12.1%	8.5%	161	14.8%	6.6%
1 à 2 fois par semaine	255	6.8%	8.0%	85	5.9%	6.0%	170	7.4%	9.6%	63	5.8%	7.0%
1 à 3 fois par mois	63	1.7%	7.3%	29	2.1%	7.5%	33	1.5%	7.2%	11	1.0%	5.6%
Moins souvent	101	2.7%	7.1%	46	3.2%	7.4%	55	2.4%	6.8%	14	1.3%	9.1%
Jamais	27	0.7%	10.8%	8	0.5%	5.6%	19	0.8%	17.5%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	116	3.1%	4.7%	36	2.5%	3.7%	80	3.5%	5.4%	10	0.9%	5.2%
De 9 000 à moins de 12 000 euros par an	211	5.7%	6.5%	59	4.1%	5.5%	152	6.6%	7.0%	28	2.6%	10.1%
De 12 000 à moins de 18 000 euros par an	453	12.2%	6.7%	162	11.3%	5.4%	292	12.7%	7.6%	42	3.8%	5.1%
De 18 000 à moins de 24 000 euros par an	562	15.1%	7.7%	200	14.0%	5.9%	362	15.8%	9.3%	87	8.0%	5.5%
De 24 000 à moins de 36 000 euros par an	738	19.8%	6.7%	322	22.5%	5.8%	417	18.1%	7.5%	166	15.3%	4.6%
De 36 000 à moins de 45 000 euros par an	484	13.0%	7.7%	190	13.3%	5.8%	294	12.8%	9.9%	158	14.6%	5.6%
De 45 000 à moins de 65 000 euros par an	462	12.4%	8.2%	213	14.9%	6.7%	249	10.9%	10.0%	245	22.6%	7.1%
65 000 euros et plus	294	7.9%	10.3%	140	9.8%	8.1%	154	6.7%	13.7%	201	18.5%	9.0%
Refus	314	8.4%	8.4%	79	5.5%	5.1%	236	10.3%	10.7%	105	9.7%	8.1%
Ne sait pas	91	2.4%	6.0%	31	2.1%	4.6%	60	2.6%	7.1%	43	4.0%	7.9%